COPY

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #649920
Ms. T. Klimowski
TRIPIFOODS, INC.

JUNE: DORAL B2G1F / PROMOTION #800433

Dear Terri:

DORAL B2G1F PRE-SLEEVED PRODUCT (6M) has been ordered (see quantities listed below), as well as 60 SKUs of preassembled Counter Displays (Item #541874) to pack the above promotion for your participating retail accounts. ***(Displays will be shipped to Bailey Ave. warehouse; Angelo will be contacted @ (716) 853-7400 to schedule delivery appointment).*** All additional pertinent promotional information is listed below:

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light Men 100	12300-25357	2
Ult Light 100	12300-25358	4
FF Box 100	12300-25359	4
Lt Box 100	12300-25360	4

PO #051898-A

Product / Premium Arrival: **May 18, 1998**

Ship Date to Retail: **Week of: June 8, 1998**

SKU CUBE : **1.2177**
SKU WT (w/o Product): **1.9500 lbs**
Retail Sales Offer per Sku: **21 Offers**

EFT $ Amount *(PA State Use)*: $2,688.79

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

51859 2688

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000

DISPLAY DETAIL (#541874)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
***IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY;** THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

PROMOTION DESCRIPTION: SEE ENCLOSED ***'WHOLESALER PACKING INSTRUCTIONS'.*** UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED,** IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

BRAND STYLES: DORAL LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF 4 DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$68.60 (14 (6M) case(s) @ $4.90).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

51859 2689

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

FEBB2G1F.DOC

51859 2690

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000

TRIPIFOODS (#649920): CIGARETTE DISPLAYS BY STATE

51859 2691

TRIPIFOODS								
JUNE: DORAL B2G1F / PROMOTION #800433								
RETAIL DISTRIBUTION DATE: WK OF 6/8/98								
GROUP	NO. OF STORES	DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NJ	NY	OH	PA	WV
ERIE PETRO	5	2	10				10	
FARM FRESH	4	SEE LIST	10			2		8
SHIPLEY	4	2	8				8	
INDEPENDENTS (AND SMALL CHAINS)	14	SEE LIST	29			15	12	2
TOTALS	27		57	0	0	17	30	10

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 29, 1998

STATE STAMPING

TRIPIFOODS
#649920

DORAL B2G1F

NUMBER OF *PRE-SLEEVED* B2G1F CARTONS TO STAMP BY STATE

DORAL B2G1F (6M)	NJ	NY	OH	PA	WV
LT MEN 100	0	0	17	30	10
ULT LT 100	0	0	34	60	20
FF BOX 100	0	0	34	60	20
LT BOX 100	0	0	34	60	20

51859 2692

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000

TRIPIFOODS: DORAL B2G1F / JUNE PROMOTION #800433

RETAIL DISTRIBUTION DATE: WEEK OF JUNE 8, 1998

#/ STORES	TRIPI #	#/ DISPLAYS	CHAIN-ID	ACCOUNT NAME	CITY	STATE	S/REP	RJR#
1	315	5		BILICIC COUNTRY MALL	GENEVA	OH	173305	333775
2	2173	2		QUICK CHECK FOODS	SHREVE	OH	172907	797051
3	2174	2		QUICK CHECK FOODS	KILLBUCK	OH	172907	797041
4		2		LITTLE MAC'S	WARREN	OH	173002	220177
5		2		LIT'L MAC'S	WARREN	OH	173002	422910
6		2		LITTLE MAC'S	NILES	OH	173002	637080
7	429	2		WARRENSVILLE MARKET	WILLIAMSPORT	PA	173804	535334
8	2501	2		WAY 2 GO	ERIE	PA	173001	20329
9	6912	2		FAMILY MART	BUCKHANNON	WV	173205	278147
		21	**Total**					
1	277	2	0362-0101	GREEN HILLS SUNOCO	READING	PA	173807	419715
		2	**62-0101 Total**					
1	6754	2	1234-0000	FARM FRESH 77	RENO	OH	172901	851571
2	6751	2	1234-0000	FARM FRESH #47	WILLIAMSTOWN	WV	172901	344972
3	6752	4	1234-0000	FARM FRESH #4	BELMONT	WV	172901	345079
4	6755	2	1234-0000	FARM FRESH #66	SAINT MARYS	WV	172901	345082
		10	**34-0000 Total**					
1	4112	2	1866-0000	SHIPLEY STORE #12	READING	PA	173807	783086
2	4113	2	1866-0000	SHIPLEY STORE #13	YORK	PA	173802	783089
3	4131	2	1866-0000	NEW HOLLAND EXXON 31	NEW HOLLAND	PA	173807	638743
4	4144	2	1866-0000	CARLISLE MOBIL #44	YORK	PA	173802	688921
		8	**66-0000 Total**					
1	4275	2	1892-0000	LAKEWOOD SHELL #3	ERIE	PA	173001	525493
2	4278	2	1892-0000	FUEL STOP SHELL #1	ERIE	PA	173001	540944
3	4280	2	1892-0000	HOLIDAY MART	ERIE	PA	173001	596643
4	4290	2	1892-0000	STATELINE BP #90	NORTH EAST	PA	173001	699667
5	4291	2	1892-0000	PEACH STREET SHELL	ERIE	PA	173001	674464
		10	**92-0000 Total**					
1	3623	1	3459-0000	XTRA MART #1723	PALMYRA	PA	173803	776251
2	3695	1	3459-0000	CITGO XTRAMART #1795	DUNCANNON	PA	173804	545259
		2	**59-0000 Total**					
1	4202	2	5468-0000	RED APPLE KWIK FILL	NEW CASTLE	PA	173004	717481
2	4203	2	5468-0000	RED APPLE KWIK FILL	NEW CASTLE	PA	173004	251195
		4	**68-0000 Total**					
		57	Grand Total					

51859 2693

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000

WHOLESALER PACKING INSTRUCTIONS

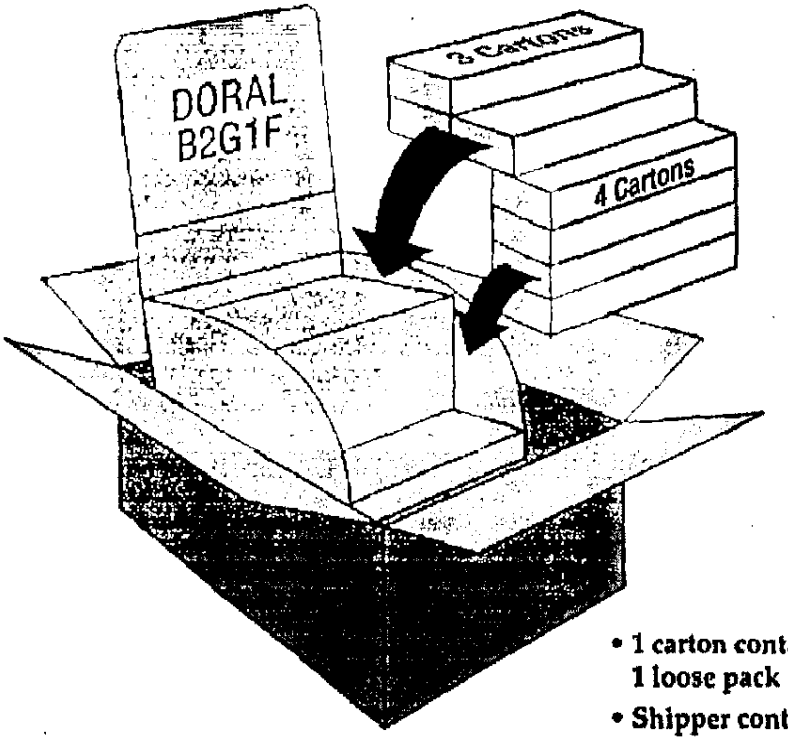
VALUE ADDED PROMOTIONS | 2ND QTR. '98

June DORAL B2G1F

(Buy 2 Packs Get 1 Free—Pack Outlets)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



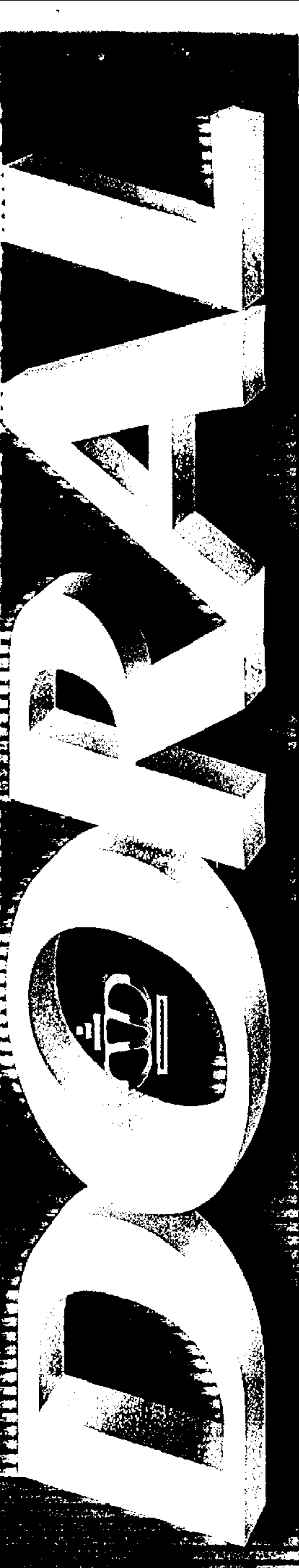
- 1 carton contains 3 deals and 1 loose pack = 7 billable packs
- Shipper contains 7 cartons
  x 7 billable packs
  49 billable packs

Item: # 541874
Promotion Reporting Description: DOR JUN B2G1F

Brand Style	LT MEN 100	ULT LT 100	FF Box 100	LT Box 100		
Number of Cartons	1	2	2	2		

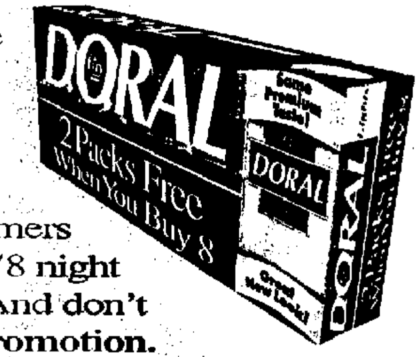
51859 2694

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000

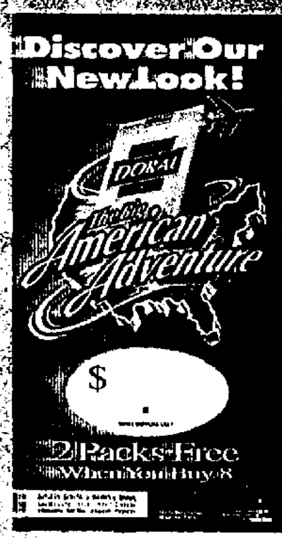


Just Wait Until June When You Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 8 Packs Get 2 Free Promotion. You'll Be Packing Them In!

When June finally arrives, Doral made sure it brings lots of customers along with it. That's when we'll be introducing our new packaging design with the **"The Big American Adventure"** Sweepstakes. Your customers could be one of 10 winners of a 9 day/8 night trip to 6 great American destinations. And don't forget the **Buy 8 Packs Get 2 Free Promotion.**

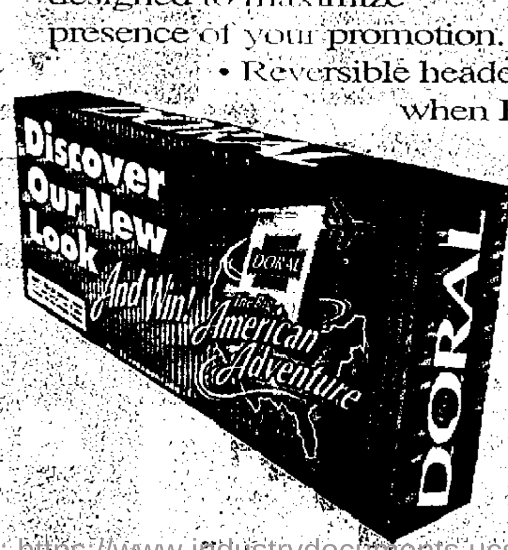


This impactful 16"x31" paster will help increase customer awareness along with offering more in-store advertising opportunities.



Floor Display -

- Semi-permanent floor display.
- Waterfall type shelves designed to maximize presence of your promotion.
- Reversible header cards to use for regular cartons when Buy 8 Packs Get 2 Free Promotion is sold out.



Dangler - Hangs from the ceiling over the unique floor display to call attention to this great new offer. Includes area for pricing.

SWEEPSTAKES VOID IN MA, MI, AND VA, AND WHERE PROHIBITED BY LAW.

©1996 R.J. REYNOLDS TOBACCO CO.

51859 2695

Source: https://www.industrydocuments.ucsf.edu/docs/zjgn0000